



CLIENT Social One Sheeter

We're so glad to have you join the team! This guide is meant to provide brand-specific information to help you get off to a great and productive start.

CLIENT 101 DOC OR INTRODUCTION

INSERT HERE.

CLIENT CREATIVE RESOURCES

Figma Brand Book

Please add the link to Figma Brand Book for the brand fonts, logos, hex codes, colors, etc.

Add here any important notes about the logo usage in social assets. i.e: *Apply black & white logo only for IG Stories.*

Add any notes about color usage—we tend to use the blues and whites/grays/blacks more, never the greens on social, etc.

Creative Files

Please add the link to the XD file here.

Please add the link to the Figma file here.

Photography

Drop brand photography examples plus any recommended photo style from image banks.

CLIENT DO'S AND DON'TS

Add here visual AND/OR copywriting examples of what to do with the brand and what's forbidden.

EXTRA RESOURCES

Social Materials

Drop the link to the Social Analysis here.

Drop the link to the Content Calendar Creative Outline here.

Drop the link to Collab / this client's Content Calendar here.

Drop the link to the Pinterest Cluster here.

Influencer Materials

Drop the link to the Influencer Strategy here.

Drop the link to the Internal Tracker here and the External Tracker here.

Drop the link to the Creative Briefs folder here.

Drop the link to the Contracts folder here.

Drop the link to the Influencer Content folder here.

Drop the link to the Tagger campaign here.

Accounts



| @CLIENT INSTAGRAM HANDLE + LINK



| @CLIENT FACEBOOK PAGE NAME + LINK



| @CLIENT TIKTOK PAGE NAME + LINK



| @CLIENT TWITTER HANDLE + LINK



| @CLIENT LINKEDIN PAGE NAME + LINK



| @CLIENT PINTEREST PAGE NAME + LINK